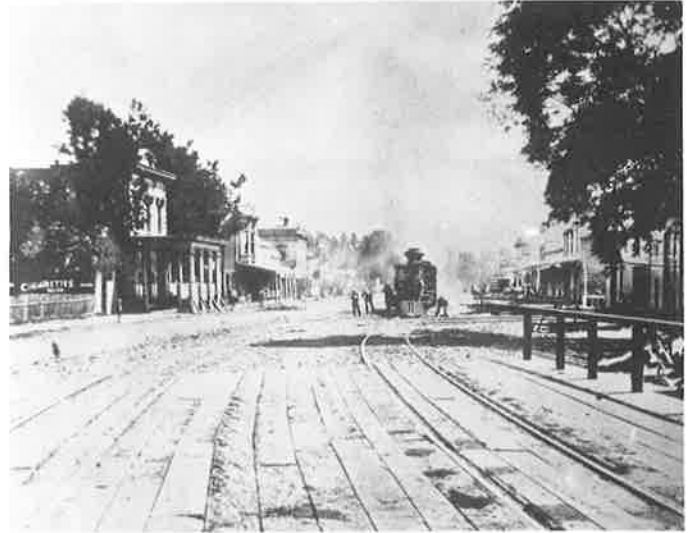


## Early Days in Temescal

"Temescal, a pleasant northern suburb of Oakland, is so easily reached from this city that many may neglect on that account to explore it - a pretty suburb within easy access of this city, good climate and surroundings, fine views, private residences and public institutions."<sup>1</sup>

Standing near the intersection of 51st Street and Telegraph Avenue today, bewildered by the noise of the four-lane thoroughfare, the sensational marquee of an adult theater, the windows of a mattress outlet advertising bargains, the garish exterior of a pawn shop, and the unkempt environs of an aging supermarket, one could easily question whether the author of the 1890 Oakland Tribune article extolling Temescal had ever been near here. Yet, over a hundred years ago, a bridge spanned the ford of Temescal Creek which raced across this intersection now controlled by two-way traffic lights; groves of trees obscured the hotel and dance pavilion of Humboldt Park where the Pussycat Theater stands; restaurants and general merchandise stores occupied the fine Victorian commercial structures now concealed by "modernized" facades; and, the former Vern's Market and parking lot bustled with the activity of the Oakland Railroad Company's horsecar line terminus and car barn.

Hardly any evidence of the name "Temescal" remains today. The old-timers in the area, who are predominantly of Italian extraction, tell wonderful stories of Temescal from the great influx of their immigrant parents in the 1880's and 1890's to the suburban flight of their children in the 1940's and 1950's. Curiously though, the very beginnings of Temescal are somewhat unknown to even them.



*This view of early Temescal was taken in 1889, looking south from the bridge crossing Temescal Creek, now the intersection of 51st St. and Telegraph Ave. The Cattaneo Block or "Brick House" (5004-10 Telegraph Ave.) can be seen on the left. It appears here only one-half of its current width, revealing a later addition to the structure. The Oakland Railroad Company's steam line continued out Telegraph Ave. from Temescal to the University of California campus. The railroad's car barn appears on the right, today a market at 50th St. and Telegraph Ave. (Photo: Oakland History Room, Oakland Public Library)*

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A temescal (Indian sweathouse) was likely one of the first structures in the area and lent its name to the creek which flows from the Oakland hills to the San Francisco Bay. The free flow of Temescal Creek was stopped in 1866 by Anthony Chabot with the damming of the reservoir (Lake Temescal). Its diminished stream now meanders behind homes along Chabot Road and Claremont Avenue before disappearing into the culvert under the intersection of 51st Street and Telegraph Avenue, and ►

winding its obscure way through northwest Oakland to the Bay near the bridge anchorage at Emeryville.

The Indians who lived here were fishers and gatherers in an area of natural abundance. In 1820, the Governor of California granted the lands extending from El Cerrito Creek south to San Leandro Creek to Don Luis Maria Peralta in recognition of his forty years of military service and governmental office. Don Luis named this land grant "El Rancho de San Antonio," and later divided it among his four sons. To his son Vicente, he gave the "Encinal de Temescal" which now encompasses Central and North Oakland, Piedmont, and Emeryville.

Vicente Peralta built his first adobe in 1836 not far from the creek, now the center of the block currently bounded by 55th Street, Vicente Way, Telegraph Avenue, and Highway 24. The site is partially buried under the embankment of Highway 24 as it curves eastward. Peralta erected a large adobe in 1848, and by the 1850's it had become one of the largest of the family's homes. Up until 1850, the four Peralta sons and their families, together with a few retainers, were the only inhabitants between Berkeley and San Leandro. Visitors to Contra Costa (the



The Alden and McElrath mansion was the centerpiece of one of Temescal's earliest estates. In 1912, it took on a new use as Oakland's Baby Hospital, now known as Children's Hospital Medical Center of Northern California and located at the same site. (Photo: The Oakland Tribune)

**COBB & CO.**  
Real Estate & General Auctioneers  
321 Montgomery Street.

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**GRAND AUCTION SALE!**

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**100 Large Residence Lots 100**  
BEING A PORTION OF THE WELL-KNOWN  
**Vicente Peralta Reservation Tract!**  
**TEMESCAL, OAKLAND,**  
**Saturday, April 2d, 1887.**

AT 1 O'CLOCK, P. M. ON THE GROUNDS.

*COBB & CO., Real Estate Agents and Auctioneers.*

N. B. THESE LOTS FRONT ON TELEGRAPH and CLAREMONT AVENUES, and other Streets, AVERAGE FIFTY FEET FRONT BY ONE HUNDRED AND FIFTY FEET IN DEPTH.

**TERMS:**

One-Third Cash, balance in one and two years, with seven per cent. interest per annum.

**Do not Fail to Examine these Beautiful Grounds before day of Sale.**

Dr. H. KIRKALDIE, 100 1/2 Broadway, Oakland,  
B. GORDES, Alameda.

*The site of the Peralta adobe (today located between Telegraph and Claremont Aves. at 55th St.) was subdivided in 1887, "a portion of the well-known Vicente Peralta Reservation Tract." (Bancroft Library)*

shore opposite San Francisco) would land at the mouth of Temescal Creek and follow it inland to Vicente Peralta's adobe where they would likely be received hospitably. From there the travelers would proceed on their journey southward over narrow dirt roads and cattle trails to Mission San Jose by way of Antonio Peralta's adobe near Fruitvale and Ignacio Peralta's home on the San Leandro Creek.

In May of 1850, Edson Adams began the Anglo encroachment on the Peralta lands by staking a claim of 160 acres as if it were public domain. Within three years, squatters had overrun Peralta's rancho, stolen his cattle, and cut down much of his timberland. Even though California courts upheld his title to the land,



Vicente Peralta was unable to remove the squatters, and in August, 1853, sold all except a homestead tract of 700 acres for \$10,000.

About this time, Solomon Ellsworth Alden, a Connecticut Yankee who claimed descent from John and Priscilla Alden, began accumulating land along the banks of Temescal Creek not far from the Peralta adobe. Although Alden had been drawn to California by the gold rush, his prosperity came from his successful Tehama House restaurant in San Francisco. Eventually, he held 600 acres in Temescal between 44th and 60th Streets. He had a reputation as an affluent farmer who built a grand home surrounded by orchards, beautiful trees and shrubs. The Aldens' splendid Queen Anne home passed to their daughter and her husband, Mr. and Mrs. J. Edgar McElrath, who raised their twelve children there. The McElrath mansion and one and a third acres was sold to the Baby Hospital Association in 1912 for \$12,500. A magnolia tree which was planted in front of the home still stands today as the former main entrance to Children's Hospital Medical Center of Northern California at 52nd and Grove Streets.

In 1865, an overabundance of raspberries on a farm due south of the Alden property heralded the beginning of what would become one of the largest canning operations in the country. Josiah Lusk had been raising fruits, peas, corn and tomatoes primarily for the fresh market. He gradually increased acreage until there was an overproduction which resulted in his starting a small cannery in 1868. The Oakland City Directory of 1874 locates "Lusk's Manufactory of Preserved Fruits" on Evoy Avenue (40th Street) between San Pablo and Telegraph Avenues where "7000 cans of preserved assorted fruits are packed daily, and over 150 persons are constantly employed. 350 acres of land are in cultivation on which are raised nearly all the vegetables required in this establishment."<sup>2</sup> By 1877, J. Lusk & Co., "manufacturers of hermetically sealed goods," had moved to a new seven-acre site at the southeast corner of Telegraph Road (Claremont Avenue) and Clifton, Temescal.



*Vicente Peralta's adobe as it appeared in the 1880's. (Photo: Albert E. Norman)*

A hundred years ago, the property now occupied by the State Department of Motor Vehicles Office and a former Safeway supermarket turned into a local hospital storage facility was the scene of activity of what was then reputed to be the largest cannery west of the Mississippi River. Near the banks of Temescal Creek were the factory, a large boxhouse, warehouse, two label houses, stables, barn, men's sleeping houses, kitchen and men's dining room (accommodating 100 on the ground floor), girls' dining room, carpenter house, blacksmith shop, two store houses for tin cans, and a solder shop.<sup>3</sup>

In 1881, William T. Coleman, famous member of the San Francisco Vigilance Committee and shipping magnate, became one of the largest owners of the cannery. Under his tutelage the firm realized an immense increase in business and profits only to fail in 1888 with Coleman's own misfortunes. Through the 1880's, the J. Lusk Canning Company had employed between 600 and 800 men, women, and girls, and had been considered one of the most important enterprises of Alameda County. "At the sheriff's sale the establishment was bought by San Francisco canners, not to operate it, but to wreck it and get a competition out of the way, which they did by breaking up and dispersing the plant."<sup>4</sup>

Stepping back to 1869, when the Oakland City Directory listed Josiah Lusk and Vicente Peralta as farmers and S. E. Alden ▶



as gardener, the Oakland Railroad Company was extending its horsecar line to Temescal. The Oakland Railroad Company had been incorporated in 1864 with capital stock of \$50,000, and its first president was entrepreneur Joseph S. Emery after whom the town of Emeryville was later named. The first horsecar line was constructed in 1869, and, starting at First Street, it ran out Broadway, turned onto Telegraph Avenue, and continued to 40th Street near the Lusk farm. In 1870, the line was extended to Temescal Creek where a turntable, stable, and carbarn were built. The round trip to Temescal took an hour and a good team could make three trips a day. The road was five and one-half miles long; fourteen one-horse cars ran regularly every seven and one-half minutes, and when occasion required, two two-horse cars and six flats were added; 109 trips from Seventh Street to Temescal were made daily; 52 horses were kept in the company's stable at Temescal.<sup>5</sup>

"The benefit of such improvements is very great, a population of several hundred persons having been drawn to the vicinity of Temescal through the influence of the Oakland Railroad."<sup>6</sup> Around the terminus of the horsecar line a small business district grew. A broad, light-green Italianate building on Telegraph Avenue, for decades called the "Brick House," was constructed in 1871-72.



*Temescal as seen today from 51st St. and Telegraph Ave., former site of the Temescal Creek bridge (see page 1 photograph).*

It now houses G & G Hardware. It was first the restaurant and gardens of Guiseppe Cattaneo. As the horsecar passengers alighted at the end of the line, they could not help but be taken with the beauty of Humboldt Park beyond the bridge at Telegraph and Vernon Avenues (now 51st Street.) Whether the park and the Humboldt Hotel were developed by private speculation or as part of a railroad company resort scheme is unknown. Friday editions in 1871 of the Oakland Daily Transcript contained advertisements promoting Sunday attractions at Humboldt Park and group sponsored picnics. Newspaper articles through the 1870's indicate that there were periodic openings and closings of the park. An undated fire destroyed the hotel, and it was not rebuilt. Humboldt Park was subdivided in 1901, and when florist Patrick McDonnell purchased a parcel (likely the site of the Pussycat Theater), he found the ground "covered with trees from one hundred and seventy-five feet to two hundred and fifty feet in height and with horehound four feet high, having lain idle for many years."<sup>7</sup>

"When the College of California moved from Oakland to a new campus in the country at Berkeley in 1873, the horsecar went along. But the trip to Berkeley was a bit too long, so in 1875, a steam dummy line was established between Temescal and the University. An extra fare was charged for that part of the trip, and for the next sixteen years the Oakland Railroad Company provided the only transportation between Oakland and Berkeley."<sup>8</sup> The rail line facilitated the proliferation of saloons in Temescal; the high liquor license fees in Oakland and prohibition within a mile of the University made it a convenient midpoint. Jack London's somewhat autobiographical hero, Martin Eden, was asked: "Goin' to the Lotus Club dance tonight? They're goin' to have beer, an' if that Temescal bunch comes, there'll be a rough-house."

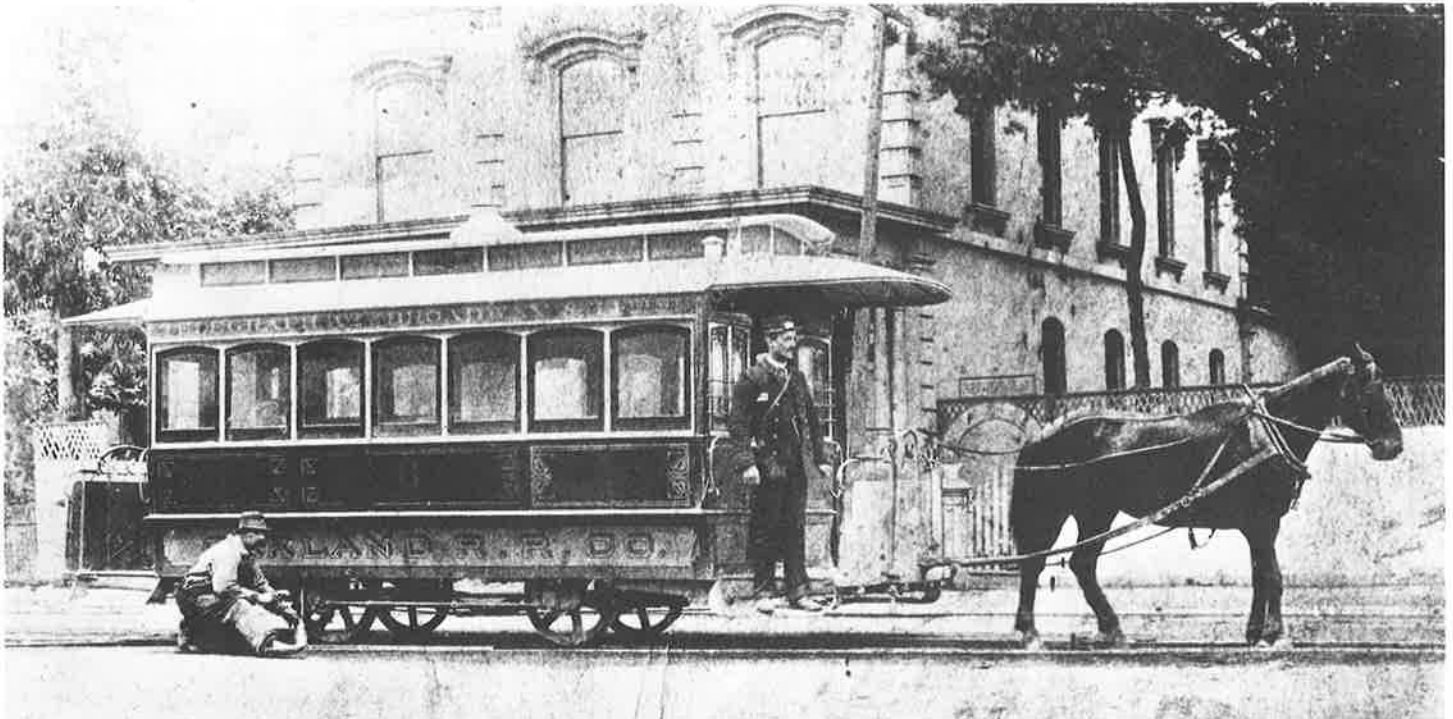
Senator James G. Fair of Comstock fame bought the Oakland Railroad Company in 1885, and rebuilt the line with narrow

gauge tracks to permit steam trains to run out Telegraph Avenue to Berkeley. He had a contract with J. Lusk Canning Company to haul fresh fruit out to the factory at Temescal over a spur line from Telegraph and Vernon (51st Street) Avenues. The returning cars were loaded with canned fruit and made the trip downtown by gravity. Fair incurred public hostility, however, with the noisy, dirty steam engines and resorted to the subterfuge of coupling a horsecar in front of the steam train, fooling no one. Within two years, Fair sold out to the Pacific Improvement Company which was dominated by the Southern Pacific headed by Crocker, Stanford, Huntington and Hopkins (the Big Four). They replaced the steam locomotive with the well-known steam dummy and the line remained in successful operation until electrification in 1892.

Through the thriving decades of the

1870's and 1880's, Temescal was a somewhat rural suburb of Oakland and remained unincorporated. The Oakland Transcript of March 22, 1872, proclaimed that Temescal was growing rapidly and deserved the use of public schools and police protection. In 1876, The Centennial Year Book of Alameda County noted that "the northern limits of Oakland Township included the suburbs north of the charter line at 22nd Street, and extending to Temescal Creek, which is thickly settled, and rapidly filling up." In early 1885, the annexation of Temescal was approved by the City of Oakland but defeated in Temescal. Although the pros and cons of incorporation and annexation were debated from time to time, it was not until 1897 that Temescal officially became part of the City of Oakland.

Despite the fact that Temescal remained on the fringes of Oakland both ►



An early horse car on Telegraph Ave. in front of the Cattaneo Block. Built in 1871-72, the "Brick House" once housed the restaurant and gardens of Guiseppe Cattaneo. It is now the location of G&G Hardware and has been designated a City Landmark. (Photo: Oakland History Room, Oakland Public Library)

Note: The author would welcome anyone with information or photographs of early Temescal to contact her at 655-5125.



## Oakland Landmarks Receive Preservation Grants

Among the twenty-two grants recently awarded by the California Office of Historic Preservation, three Oakland landmarks were chosen to receive funds for immediate restoration work under the federal Emergency Supplemental Appropriation and Jobs Act of 1983. The Alfred H. Cohen House, the First Unitarian Church of Oakland and the Camron-Stanford House were all recipients of matching grants, and work on all three projects has already begun.

As was reported in more detail in the Fall 1983 issue of OHA News, the Alfred H. Cohen house, located in the Fruitvale district (1440 29th Avenue), received \$20,000. The grant was matched by private contributions raised by a joint committee of OHA and Cohen family members. The \$40,000 is being used to weatherproof the house and prevent further deterioration of this superb Victorian which has survived 100 years essentially unaltered in both exterior and interior. (See Cohen House article this issue)

The First Unitarian Church of Oakland, located at 14th and Castro Streets, received \$24,500 with the match being made

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### TEMESCAL WALKING TOUR - SUNDAY, MAY 13TH

An OHA walking tour exploring the history and architecture of the Temescal neighborhood will be led by Sharon Moore on Sunday, May 13th, 1:30-3:30 PM. The tour begins at the corner of Telegraph Ave. and 51st St., Oakland. Cost: \$2.00 OHA members, \$3.50 general public. Reservations are not required. If it rains, the tour will be cancelled. For further information call Dean Yabuki, 893-1278.

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geographically and politically, its citizens must have been a close-knit group during the early days. Vicente Peralta was 59 years old when he died at his Temescal home in June of 1871. His once vast land holdings were divided into small farms, and new homes and businesses rose daily; music and laughter wafted through the air from the Humboldt Part resort where his slaughterhouse once stood, and clanging bells signaling the arrival of the horsecars at the end of the line pierced the once still air. When Josiah Lusk passed away in 1892, his pallbearers included the man who once owned Humboldt Park, the proprietor of a general store on Telegraph Avenue who could have easily supplied goods for Lusk's kitchen and dormitories, and a farmer from the Temescal/Berkeley border who likely supplied produce to the cannery.

The death of Lusk, the earlier destruction of his cannery, the fire in Humboldt Park, and the 1890 electrification of the car line mark the end of the first chapter of the story of Temescal. The massive immigration of Italians from West Oakland and the mother country in the late 1800's as well as the influx of San Franciscans after the earthquake and fire of 1906 would soon provide Temescal with a new identity. □

--Diane Reinbolt Judd

1. Oakland Tribune, January 25, 1890, p. 3.
2. Oakland City Directory. Henry G. Langley: Oakland, 1874, p. 25.
3. Oakland Daily Evening Tribune, Special Edition, January 20, 1887, p. 30. "J. Lusk & Co. - A Factory that Supplies the World with Fruit."
4. Oakland Enquirer, November 7, 1892, p. 1.
5. 1874 Oakland City Directory, *op. cit.*, p. 17.
6. Ibid.
7. Guinn, J.M., History of the State of California and Biographical Record of Oakland and Environs. Los Angeles: Historic Record Company, 1907, p. 804.
8. AC Transit Times. Vol. 6, No. 5, September, 1963, p. 4.



possible by a gift from Clara-Belle Hamilton, granddaughter of the first minister of the congregation, Laurentine Hamilton. Mount Hamilton, the site of Lick Observatory in San Jose, was named after the Rev. Mr. Hamilton, who was not only a controversial religious figure but also a scientist and a friend to scientists. In late 1861, while Hamilton was serving as a Presbyterian minister in San Jose, his good friend, William Brewer, director of field work for the California State Geological Survey, invited him on a hike to the top of what was thought to be the highest peak in the Diablo range. Since Brewer and his assistant, Charles Hoffman, were both carrying heavy surveying equipment, Hamilton was able to push ahead, reaching the peak first. A few months later, either Brewer or Hoffman suggested that the peak be named Mt. Hamilton, and the suggestion was adopted.

Hamilton was also quite a controversial religious figure. In 1865, he was called to Oakland, where in 1869 he defected from the Presbytery amid charges of heresy and formed the Independent Presbyterian church. This later was incorporated as the First Unitarian Church. In 1882, on Easter



*Camron-Stanford House will receive \$148,000 towards its continued restoration.*

Sunday morning, Hamilton died preaching in the pulpit.

The \$49,000 will be used to weatherize the church buildings. Gutters and downspouts will be replaced and bricks will be repointed. As the exterior is being weatherized, volunteers are repairing the interior which has suffered from severe rain damage. New plaster and paint will be applied and repairs made to the church's organ, which was damaged in an unusual fashion. Because of leaks, the basement was often flooded, and rising moist air rotted the original leather interior of the organ. The congregation is looking forward to the completion of the work and believes that the restoration of the church will play a significant part in the renaissance of downtown Oakland.

The Camron-Stanford House received a \$20,000 grant, matched by the City of Oakland, which owns the structure. The grant will be used for the first phase of a 4-part major restoration. The stately 1875 Victorian is located on the shores of Lake Merritt and was designed by Samuel F. Merritt. The upper gutters have already been replaced in an emergency attempt to reduce the persistent leakage problem which has been endangering the already restored interiors and their artifacts and furnishings. To solve the problem completely, one-half of the original lower flat seamed sheet metal roof (commonly known as a "tin roof") above the belt ▶



*The First Unitarian Church, adjacent to the Highway 24 downtown extension, was one of three Oakland landmarks to receive preservation grants. It is a cornerstone in the planned Preservation Park project.*



cornice, along with related millwork and trim, will be replaced. The next phases of the restoration will include seismic stabilization of the brick foundation and, where feasible, bringing major elements of the lower floor into compliance with the latest State of California handicap access laws. For this purpose, the City has allocated an additional \$79,000 and the Chinatown-Central District Community Development Board has approved a \$29,000 grant, to make a grand total of \$148,000 available for the project. The work is presently out to bid. The Camron-Stanford House is run by the non-profit volunteer Camron-Stanford House Preservation Association which rents the building from the City for \$1.00 a year and assumes responsibility for restoration, public education and tour programs. □

--Marlene Wilson

## Cohen House Restoration Begins

The first project of OHA's Landmarks Assistance Program is finally underway. After more than two years of planning, researching, and fund-raising, restoration work on the Alfred H. & Emma B. Cohen House officially began on December 30, 1983. Architect for the project is Kirk Peterson of Oakland, and general contractor is Alexander Construction, also Oakland-based.

Work began with restoration of the sagging front porch and minor roof repairs. Contractor Jim Alexander plans to erect scaffolding around the house sometime in April in order to repair or replace deteriorated gutters, fascia and soffit boards, trim, wooden windows, and exterior siding. Phase I of the project will continue until late May when current funds will be depleted.

Upon completion of Phase I, more than \$30,000 worth of weatherproofing and repairs will have been completed, and the Cohen House should be ready for its first coat of paint in more than 20 years.

However, another \$20,000 needs to be raised before the painting can actually be done.

The Cohen House is celebrating its 100th birthday this year. Cohen House Committee members began the celebration with an informal gathering at the house on February 28th. At least two more gatherings are being planned, one in the summer, and one in the fall. Contributors to the Cohen House Fund will be invited to these celebrations. It is not too late to contribute to the Cohen House project. Celebrate the 100th birthday of this very fine Oakland Landmark and send your contribution to **Cohen House Fund, Oakland Heritage Alliance, 5569 Lawton Avenue, Oakland, CA 94618**. For more information on this project, contact OHA board member Gary Knecht at 893-9829. □



*Phase I of the Cohen House restoration is underway thanks to numerous local contributors who made the federal matching grant possible.*





## Oakland's Spectacular Theater Openings

In the days when motion pictures dominated the American entertainment scene, the opening of a new movie theater brought forth all the excitement and hoopla that Hollywood could muster. Over the years, Oakland has had its share of grand opening nights. As early as 1916 the now demolished T & D Theater celebrated its opening with personal appearances by silent film actor Sessue Hayakawa and long-forgotten actress Myrtle Stedman. Oakland's celebrated mayor, John Davie, gave a short speech and even H. C. Capwell was on hand to witness the festivities.

Celebrations were far more elaborate in 1923 when the first Fox Oakland (later called the Orpheum) opened its doors. An onslaught of Hollywood stars made the pilgrimage north to Oakland's new Louis XVI-style movie palace. Such luminaries as silent screen lover John Gilbert, actresses Mae Bush, Bessie Love, Ruth Clifford, and Billie Dove were present for opening night. Even Tom Mix and his horse Tony attended. By 1926 the Grand Lake's first night was called by the Oakland Tribune "the most spectacular theater opening in Oakland's history---stars, lights, and music." Before making their way to the Grand Lake, however, stars Monte Blue, Lloyd Hamilton, and Natalie Kingston took over City Hall as a Tribune headline proclaimed: "Movie Stars Conquer Oakland for a Day."

The 1920's in Oakland witnessed a theater building boom which had begun just before World War I's outbreak. Between 1920 and 1929 nineteen major movie theaters were built in the city. All came to an abrupt end with the Depression. With the exception of the Paramount, no new movie theaters were built in Oakland between 1929 and 1939. Indeed, many theaters were temporarily closed, and it wasn't until World War II that Oakland movie theaters were again profitable.

By 1939, however, the Bay Area's economy was on the mend. War contracts at nearby shipyards meant jobs for Oakland residents. Economic optimism returned, and



Opening night at the Hopkins, July 19, 1939. (Photo: The Oakland Tribune)

with it came two new movie theaters, the Laurel and Hopkins. Both opened in 1939 and were neighborly rivals in Oakland's Laurel District. They provided what turned out to be the last hurrah for a traditional Hollywood theater opening in Oakland. While a few theaters would be built in Oakland during and after World War II, none would ever again celebrate with such extravagant openings.

The Laurel District in 1939 was a family neighborhood, and its first movie house, the Laurel, attempted to capture that market. Owned by local movie house magnate A. C. Karski, the Laurel's opening night publicity proclaimed: "In accordance with a policy of showing none but the pictures which are suitable for the entire family, the Laurel will select its programs from the offerings of the major studios." In keeping with this family orientation, the theater's publicity emphasized it as a "sturdy, comfortable building."

This is not to imply that opening night wasn't memorable, if a bit sedate. Scott Weakly, radio station KROW's "Man on the Street" covered the event live. Hollywood cameramen recorded opening ceremonies which were then played back on the Laurel's screen all that week. The opening night bill featured Luise Rainer in the "Great Waltz." ▶

The theater itself was designed by Bay Area architect Alexander Cantin, who had been previously affiliated with the noted San Francisco firm of Miller and Pfleuger. The Laurel is streamline moderne in style, as are a number of Cantin's other movie houses including the 1941 Orinda Theater. Cantin had also designed the mid-1930's marquee and entrance to the still-standing second Fox Oakland when that theater was remodeled.

The Hopkins Theater opened four months later on July 19, 1939. Like the Laurel, it was streamline moderne in style. It had been designed by noted Los Angeles architect S. Charles Lee in cooperation with Douglas Dacre Stone. The Hopkins was located at Hopkins (now MacArthur) and 35th, just three short blocks from the Laurel at Hopkins and 38th. Its opening night, too, was covered live on radio station KLX. Here all similarities between the two movie houses cease, for the opening of the Hopkins rivalled the honky tonk of a carnival.

The evening's festivities opened with an appearance by Sally Rand, whose "Nude Ranch" was one of the hits of the 1939 World's Fair on nearby Treasure Island. Miss Rand broke a bottle of California champagne at the entrance to the Hopkins to christen it, and then posed languidly for photographers in one of the theater's loge seats to emphasize the new movie house's superior comfort. These gruelling tasks accomplished, the noted fan dancer retired from the festivities. Next, actor Alan Hale, billed as a "star of the first feature film 'Dodge City'" to play the Hopkins, was introduced to the opening night capacity audience. Co-stars Errol Flynn and Olivia De Havilland apparently couldn't make opening night.

Guests then adjourned outside to witness the Goodyear Blimp perform a special low flying stunt. Opening night films had, according to the mad publicist who planned the evening, been sent north from Hollywood to the San Francisco Bay Airdrome. There the blimp picked up the films and flew them north to Oakland. When the Goodyear Blimp got within 500 feet in elevation from the Hopkins, a can

containing the film was lowered down to theater manager R.T. LaMarre. While history does not record whether Mr. LaMarre was standing on the Hopkins' roof or at street level, it does inform us that both "Dodge City" and "Topper Takes a Trip" were the films thus lowered.

Back inside it still wasn't time to show movies. Instead, local couple Norman Holtkamp and Frances Murphy were featured on stage in a public wedding. The Oakland Tribune noted that day that their wedding was "the culmination of an Oakland romance." Only after the Holtkamps were united and feted did Topper finally make it to the silver screen, to be followed shortly by the Old West as imagined by Hollywood.

Despite its wild birth the Hopkins was a short-lived theater. It closed in 1950. The building has been converted into a supermarket, though one with a discernible streamline moderne facade. The Laurel lasted much longer. In its later years it operated as the Cine 7 before closing in 1980. The theater is currently for sale, and the Laurel District once again exists as it did before 1939 without a neighborhood movie theater to call its own. □

--Daniel Krummes

The gala Hopkins opening featured "a real wedding in all its splendor uniting a popular Oakland couple." Also Allen Hale, Sally Rand and CBS radio personality "Budda" in person. (From The Oakland Tribune)



## News from Sacramento...

### ■ CALIFORNIA OFFICE OF HISTORIC PRESERVATION ENDANGERED

At press time the future of the California's historic preservation programs was uncertain. In January, the Governor had proposed to reduce staff in the State Office of Historic Preservation by 27%, from 22 to 16. It is generally agreed that this would render the OHP unable to administer several of its ten statewide programs, and would reduce staff morale significantly. As OHA president Jon Good wrote in a letter to State Senator Nicholas C. Petris, "This state covers a large area which contains thousands of historic resources, most of which have never been properly recognized. If it were on the opposite side of the country, California would stretch from Connecticut to Georgia, an area with eleven separate offices of historic preservation and staff totalling over 200 employees. With a staff of only 22 dedicated professionals, the California State Office has done an outstanding job under impossible conditions." OHA joined with Landmark Board chairs in Oakland, Berkeley, and Alameda in asking Senator Petris to help prevent this unfortunate and unacceptable situation.

One indication that the Senator may have been successful came at a March 7th hearing of the Senate Rules Committee to consider the nomination of William S. Briner as director of the State Department of Parks and Recreation, the agency which oversees the State Office. Mr. Briner indicated that he had met with Senator Petris to discuss the situation, and testified that he would investigate proposed cuts and eliminate any "inequities" which might exist. For more information contact Californians for Preservation Action, P.O. Box 2169, Sacramento, CA 95810.

### ■ KNOX MELLON RETIRES

On January 1, 1984, OHA member Dr. Knox Mellon retired after more than eight years as State Historic Preservation

Officer. His leadership was consistent, committed, and instrumental in building a strong preservation awareness throughout the state. He will be missed in Sacramento. Dr. Mellon has indicated he intends to remain involved with historic preservation.

Meanwhile, a new SHPO has not yet been appointed by the Governor. William Briner, interim SHPO, has stated that the State Department of Parks and Recreation intends to undertake a broad and open search for a suitable replacement for Dr. Mellon, and to create an advisory committee to help make recommendations to the Governor. For more information contact Californians for Preservation Action, P.O. Box 2169, Sacramento, CA 95810.

### ■ PROP 18 ON JUNE BALLOT INCLUDES \$10 MILLION FOR PRESERVATION PROJECTS

The California Park and Recreation Facilities Act of 1984, before the voters on the June ballot, is the first State Park Bond Act that includes a specific allocation for historical resource protection grants. Of the \$370 million budgeted, \$10 million is set aside for preserving historic properties owned by units of local government or nonprofit organizations. The other \$360 million will benefit park and recreation facilities throughout the State and could help in preserving additional historic resources in State Parks. For more information, contact the State Office of Historic Preservation, (916) 445-8006, or ask your State Legislator for a copy of AB 2099.

### ■ CALIFORNIA HERITAGE TASK FORCE DRAFT REPORT RELEASED

A substantial three-part report has been issued in draft form by the California Heritage Task Force. The report documents benefits of historic preservation, identifies problems throughout the state in realizing those benefits, and recommends a variety of legislative remedies. Public hearings in San Francisco and Los Angeles were well attended, and allowed Task Force members to receive▶



comments from the general public which may be included in the final draft of the Report.

The Heritage Task Force Report is the result of a one-year study authorized by the state legislature. Its recommendations, if adopted, will set the course of state preservation policy for many years to come. Because of their importance, these recommendations will be discussed in detail at this year's State Historic Preservation Conference, April 27 to May 1 in Sacramento. State Senator Milton Marks has already introduced three bills which will be amended to carry at least some of the recommendations made by the Heritage Task Force.

For information on the Heritage Task Force, contact James Jones, Executive Director, 1100 "J" Street, Sacramento, CA 95814, (916) 324-2574. For information on the 1984 California Historic Preservation Conference, contact Shirley Moss, Sacramento Old City Association, P.O. Box 1022, Sacramento, CA 95805, (916) 447-1439. For information on legislation introduced by Senator Marks, ask your State Legislator for copies of SB 2260, SB 2264, and SB 2321. □

## Oakland Briefing...

The "Oakland Briefing" column is prepared by the OHA Preservation Action Committee, which meets the third Monday of each month. If YOU would like to help monitor critical developments in Oakland, please call Les Hausrath (428-2820) or Carolyn Douthat (763-5370).

### ■ LIBERTY HOUSE BUILDING TO BE RESTORED

The building presently occupied by Liberty House Department Store (Broadway and 15th St.) will be restored to its original glory by its new owner, Myron Zimmerman Investments. The major feature of the restoration will be the reopening of the original rotunda atrium up to the oval glass dome 150 feet above the ground floor. A National Register nomination for this historic structure is currently being

prepared by A. R. Carey Architects. The building was designed by Charles W. Dickey and built in 1912-13. It originally housed Kahn's, one of Oakland's first department stores. After it is certified eligible for the Register, the restoration project will be eligible for the 25% investment tax credit available for certified historic structure rehabilitation. The new owner intends to restore both the exterior and interior, and plans to convert the building from all retail to mixed retail and office space.

Although Liberty House will be leaving downtown Oakland, its loss will be much mitigated by the rehabilitation and restoration of this important public space.



*The unique oval glass dome topping the Liberty House Building towers above Broadway across from the Cathedral Building.*



An early interior view of Kahn's Department Store (now Liberty House) shows the stunning 150-foot high atrium prior to its remodeling and closure. Myron Zimmerman proposes to reopen the atrium and restore the building to its former magnificence. The project, already in initial planning and research stages, could become a model preservation project for downtown Oakland. (Photo: The Oakland Museum)

■ **JA/WRT ASSOCIATED SELECTED TO PREPARE  
CENTRAL DISTRICT DEVELOPMENT PROGRAM**

The Oakland City Council selected JA/WRT Associated in November 1983 to prepare the Central District Development Program (CDDP). The CDDP will update the City's 1966 Central District Plan. It will cover the area bordered by the Estuary, Lake Merritt, the Grove Shafter Freeway and 27th Street. The CDDP will be a major factor in determining the course of future development in downtown Oakland.

JA/WRT, a joint venture composed of Jefferson Associates, Inc. and Wallace, Roberts, and Todd, will be paid \$500,000 to prepare the CDDP. The project will be administered by the City Planning Department which along with other City departments and selected outside agencies, will be represented on a Technical Advisory Committee (TAC). The TAC and a Citizens Advisory Committee (CAC) of community representatives selected by Mayor Wilson will also provide input.▶

As of mid-February, the draft contract between the City and JA/WRT was still being reviewed by the CAC and TAC. The contract calls for a three-phase study. The draft Scope of Works contains several provisions relevant to preservation including a Phase I "Susceptibility to Change Analysis" and an "Urban Design and Architectural Resource Inventory."

The "Susceptibility to Change Analysis" will "estimate the 'life expectancy' of structures based on building size, age, cost, importance of function, and architectural, aesthetic, or historical quality..." "The analysis is intended to produce a 'matrix for action' of long and middle range 'givens' around which new development is likely of occur."

Phase III includes recommended "Design Contracts and Actions," an "Outline Zoning Ordinance," and "Specific Urban Design Solutions." The latter includes examination of "the problems and opportunities for preservation of different types of existing buildings, including historic structures." 35 "key personnel" are identified in the contract and include well-known architectural historian Sally Woodbridge. Woodbridge will participate in the Urban Design and Architectural Resource Inventory and in the Susceptibility to Change Analysis as well as in several general tasks. Despite the Scope of Work's specific references to preservation, it is too early to determine what impact the CDDP may have on preservation concerns.

#### ■ CITY COUNCIL CONSIDERS LANDMARK STATUS FOR OAKLAND FLORAL DEPOT

City landmark nomination of the Oakland Floral Depot Building (19th St. & Telegraph Ave.) has been revived by the City Planning Commission which voted on February 22nd to recommend landmark status for the building. The City Council will consider the recommendation on Tuesday, March 27th at their regular meeting.

Landmark status is opposed by owner Carter Hawley Hale, Inc. which has proposed using the site for a major shopping center. **Oakland Heritage Alliance** strongly supports restoration



*City landmark status for the Oakland Floral Depot Building is opposed by Carter Hawley Hale, Inc., owner of the structure and the adjacent Emporium Capwell. A major shopping center is proposed for the site.*

and reuse of the historic and architecturally-significant structure, rather than demolition. The Oakland Floral Depot Building, with its silver and blue glaze terra cotta, is one of the most stunning Art Deco structures in the western U.S. It has been determined eligible for the National Register of Historic Places at the state level of significance.

The Oakland Floral Depot recently received a special award based on its architectural merit from the National Association of Art Deco Societies. The

award was presented to **Oakland Heritage Alliance** at the Association's national Art Deco conference held in Miami, January 13-15, 1984. The landmark Orinda Theatre was the only other California building to be recognized by the Association this year.

For more information regarding the preservation and landmark status of the Oakland Floral Depot Building, please contact Les Hausrath (428-2820) or Carolyn Douthat (763-5370).

**■ NEW HOTEL PROPOSAL MAY INVOLVE DEMOLITION OF 1100 BROADWAY ANNEX AND THREE OTHER OLD BUILDINGS.**

Oakland is proposing development of a new hotel in the blocks bounded by 11th Street, 12th Street, Franklin Street and Broadway. The \$37 million project would be built by Force Ltd. of Oakland and Greener

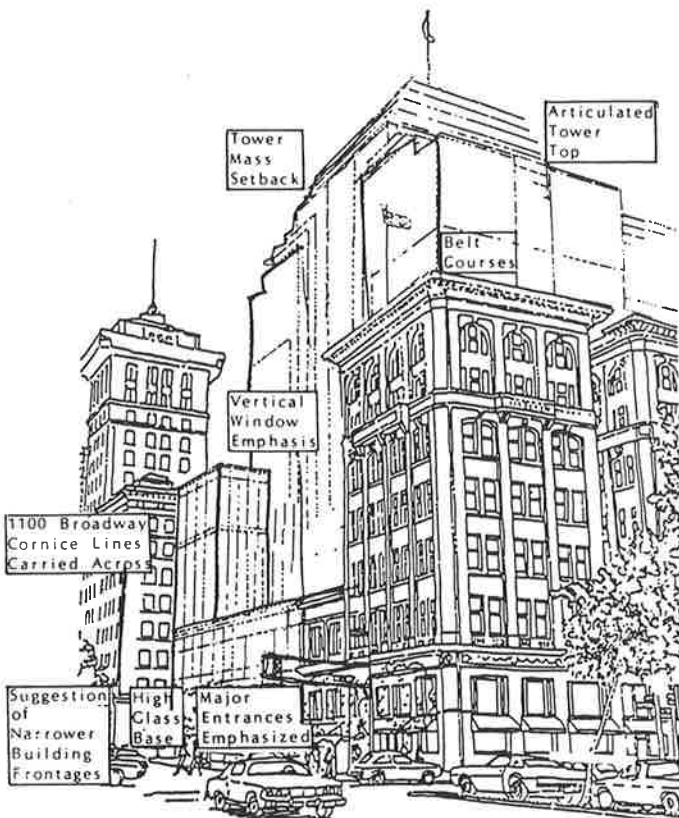
& Sumner of Dallas. The City is applying for a \$4 million Urban Development Action Grant (UDAG) to buy the land, which would then be turned over to the developer. Diagonally opposite the new Hyatt Regency Hotel and George P. Scotlan Convention Center, the projected hotel is intended as an addition to those facilities.

The project involves the demolition of all existing buildings in the block except for the recently rehabilitated 1100 Broadway Building. The building was constructed in 1911-12 as the Security Bank Building and designed by the important San Francisco architect Frederick H. Meyer. It later became the Bank of Italy's Oakland main office and then the Key System Transit headquarters. It is listed in the National Register of Historic Places and is a designated Oakland City Landmark.

Buildings to be demolished include the two-story 1100 Broadway Annex at 1108-10 Broadway, the Pussycat Theater at 112 Broadway, a two-story structure at 1118-34 Broadway/435-49 12th Street and the two-story Starlight Ballroom at the southwest corner of 12th and Franklin Sts. The 1100 Broadway Annex continues the design treatment of the main structure and was included in the National Register listing. The Pussycat Theater building was built in 1871-72 by Oakland's well-known brick magnate, Pierre Remillard. It became the Regent Theater in 1913 and is Oakland's oldest continuously running movie house.

The Sessions Block (1118-34 Broadway/435-49 12th Street) was built in 1871-72 by real estate operator E.C. Sessions. Its Italianate design was the same as Remillard's building and together the two buildings looked like one structure. It was remodeled to its present appearance in 1938. It contains a ground floor corner-restaurant, "Nick and Gus' Original Hole in the Wall," which has been at that location since 1909.

The Starlight Ballroom was built about 1885 as Weber's Hotel and remodeled to its present Neoclassical design in 1924-25. The City's Cultural Heritage Survey found▶



The City proposes to build "Hotel Two" on the 1100 Broadway block (illustration by architect Kaplin McLaughlin Diaz). The project would require demolition of three 1870-1880's buildings and possible destruction of the 1100 Broadway Building Annex.

1100 Broadway, its annex and the Starlight Ballroom to be contributory to a possible Downtown National Register District.

The City must comply with federal historic preservation procedures because the UDAG is federally funded and because some of the buildings to be demolished are either on the National Register or appear eligible for listing. These procedures involve consultation with the State Historic Preservation Officer and the National Advisory Council on Historic Preservation. Consultations will not guarantee protection of the threatened properties, but may encourage mitigation measures.

The architectural firm of Kaplan Mclaughlin Diaz (KMD) has been hired by the City to critique designs submitted by the potential developers. KMD proposes limiting the hotel's height along Broadway by putting most of the building mass in a setback tower with sculpted top, maintaining the cornice line and/or belt course line of 1100 Broadway and dividing the facade into vertical sections similar to the 50' widths of most of the other buildings on the east side of Broadway. One of KMD's proposal options would retain the 1100 Broadway Annex (see illustration).

OHA has written to the City opposing the proposed demolitions, especially the removal of the 1100 Broadway Annex. OHA believes that other vacant downtown land could easily accommodate the project. The City should adopt a policy of building on vacant land rather than resorting to demolitions. OHA met with City staff on February 15 to discuss project alternatives.

#### ■ ALTERNATIVE SITES BEING EXAMINED FOR PROPOSED HOUSING PROJECT IN HARRISON SQUARE

As reported in the Fall, 1983 OHA News, the East Bay Asian Local Development Corporation (EBALDC) proposed developing a low-income housing project in Harrison Square. The square is one of the surviving town squares shown in Oakland's original town plan, the 1853 Kellersberger Map. Opposition to the proposal was expressed by the City's Landmark Board and



*Considerable opposition has formed against a "give-away" plan to use Harrison Square (above) for low income housing.*

Parks and Recreation Advisory Commission. Oakland City Council asked the Office of Community Development to examine alternative sites.

In October, the Council received a five page letter in opposition to the Harrison Square site from former councilmember John Sutter. Sutter said that using Harrison Square for the project was a "give-away plan" that would set a "terrible precedent," estimating the park's value at \$3.6 million to \$4.8 million. He cited the park's historic importance and responded to EBALDC's earlier suggestion that the park was underused by noting that the park is enjoyed by the thousands of motorists who pass it every day.

Later, the Office of Community Development submitted a list of seven alternative sites to the Council. All but one of these is vacant or used mostly for parking and would not adversely affect historic properties. The one exception is the recently vacated City Fire Alarm Building in the triangular block bounded by 13th Street, Oak Street and Lakeside Drive. The 1911-12 structure was the centerpiece of Oakland's improved firefighting system installed after the 1906 San Francisco fire. Most of its original sandstone surface still exist under its stucco facade. The City's Cultural Heritage Survey concluded that,



if restored, the building would be eligible for inclusion in the National Register of Historic Places.

The Council directed Community Development to continue evaluating the alternative sites. Another report was expected about March.

#### ■ OLD OAKLAND PROJECT STALLED BY LAWSUIT

Oakland City Council approved issuing \$20 million in industrial development bonds at its January 3 meeting to finance Storek and Storek's Old Oakland project. The 10 buildings involved were acquired by the City through eminent domain and sold to the Storeks who, so far, have done the rehabilitation without public assistance. The Storeks entered into a development agreement with the City in 1978, but only two buildings are close to completion. The bonds were intended to provide financing to complete rehabilitation within 18 months.

The Storeks have been increasingly criticized by Mayor Wilson and some members of the City Council for the slow pace of the project. The City reportedly views the unfinished project as an embarrassment, located as it is next to the new Oakland Hyatt and convention center.

Oakland Urban Renaissance Security (OURS), a group of black developers, sued

to halt the bond issuance several days after the City Council vote. OURS argued that the City's \$1.1 million sales price of the land to the Storeks was too low. A possible conflict of interest concerning Councilmember Leo Bazile was also mentioned. OURS director Joe Debro was quoted in *The Montclairion* as stating that he would like to develop the Old Oakland project himself.

A court hearing on the lawsuit was held January 11, but as of February 16, a ruling had not been made.



*The Roos Brothers Store Building (15th St. & Broadway) is currently undergoing extensive renovation. The new owner, American Diversified Development Corp., has expressed an intent to restore the splendid terra cotta exterior and take advantage of the 25% investment tax credit for historic preservation. The store was built in 1922-23 and designed by William Knowles.*



*The Wilcox Block, constructed in 1868, is one of 10 buildings in the Old Oakland Victorian Row restoration project, currently slowed by conflicts between the City and developer Storek & Storek.*

#### ■ CITY TO PREPARE HISTORIC PRESERVATION ELEMENT

The City Planning Commission and Landmarks Preservation Advisory Board asked City Planning staff in June 1983 to prepare a report on adding an historic preservation element to the Oakland Comprehensive Plan. The staff report, presented to the Commission on November 23, recommended against the element. It argued that the upcoming Central District Development Program (CDDP) would be a better vehicle for addressing historic preservation issues. The Commission voted 6-0 (Commissioner Turner absent) to overrule staff and directed that an Historic Preservation Element be prepared. OHA had written in favor of the element. □



## Oakland Landmarks Board Actions

The Landmarks Preservation Advisory Board meets on the third Wednesday of each month at 1:30 P.M. in Room 211, City Hall. The meetings are open to the public. Designation of city landmarks is recommended by the Board to the City Planning Commission and City Council. Designated landmarks are subject to a 240-day delay in the issuance of a demolition permit and require design review by City Planning staff for any exterior alterations.

### OCTOBER

Recommended approval of exterior changes to the Gulf Coast Oyster Bar (southeast corner, 8th & Washington Sts.) to accommodate expansion. Approved landmark designation resolution for the Gooch Block (southwest corner, 9th & Washington Sts.), and the four surviving original town squares, Jefferson, Lafayette, Harrison and Lincoln. The designations were later approved by the City Planning Commission and the City Council except those for Lafayette and Harrison Squares, which were tabled by the Commission pending the resolution of the proposed cogeneration facility for Lafayette Square and the housing proposal for Harrison Square. Postponed indefinitely proposed landmark designation of Athenian-Nile Club (northwest corner, 14th & Franklin Sts.) due to owner objection; postponed landmark consideration of Financial Center Building (southwest corner, 14th & Franklin Sts.) for nine months at owner's request and of Swan's Market (block bounded by 9th, 10th, Washington & Clay Sts.) for one month at request of city's Office of Economic Development and Employment; ordered preparation of landmark designation resolution for Oakland Title Insurance Company Building (southwest corner, 15th & Franklin Sts.), Southern Pacific Depot (16th & Wood Sts.) and 1100 Broadway; tabled indefinitely designation of Pekin Lo Cafe (northeast corner, 7th & Franklin



*Landmark designation was approved for the Southern Pacific Depot. The station, built in 1911-12 and designed by Jarvis Hunt, reflects Oakland's important historical role as a railway hub.*

Sts.) and Holland Building (northeast corner, 14th & Franklin Sts.).

### NOVEMBER

Heard presentation by Pat Cashman, city's Office of Economic Development and Employment, and Peter Bynoe, consultant for the Black Chamber of Commerce, on the status of Preservation Park, to be developed by the Chamber (see January-February 1982 OHA News); Cashman said that construction was expected to begin in January or February and the property sold to the Chamber in May; the Board recommended approval of exterior



treatments of the buildings, including color schemes. Heard presentation by Helaine Kaplan-Prentice, City Planning Department, on Retrofit Right, a new City Planning Department publication on "how to make your old house energy efficient." Approved landmark designation resolution for Southern Pacific Depot, 1100 Broadway and Oakland Title Insurance Company Building; consideration of the Oakland Title Insurance Company Building designation was later postponed for six months by the Planning Commission at the the owner's request; the other two designations were approved by the Commission and City Council. Tabled indefinitely consideration of designating Swan's Market and Plaza Building as landmarks. Discussed report from City Planning staff recommending against preparation of Historic Preservation Element for Oakland Comprehensive Plan (see Briefing); voted to recommend strongly preparation of Element to Planning Commission. Took no action on proposed demolition by city of log cabin at 3551 Joaquin Miller Road for code violations.

#### JANUARY

Reviewed a draft report on proposed changes to the State historic preservation program from the California Heritage Task Force. Received request from St. James Episcopal Church (southeast corner, Foothill Blvd. & 12th Ave.) for landmark designation; decided to pursue designation. Voted to draft letter to Carter Hawley Hale Stores, Inc. expressing the Board's intention to reintroduce landmark designation of the Oakland Floral Depot Building (northeast corner, 19th St. & Telegraph Ave.) at the Planning Commission; the Commission had earlier voted to table the designation pending clarification of Carter Hawley Hale's shopping center proposal next to Emporium-Capwell's (see November-December 1982 and Spring 1983 OHA News). □

## OHA Calendar

The OHA Calendar lists events, activities, and meetings related to history and preservation that may be of interest to OHA members. To submit items for listing, contact Dean M. Yabuki, 842 Grosvenor Place, Oakland, CA 94610, 893-1278, or Annalee Allen, 654-6791. The deadline for the June-September 1984 Calendar is Friday, May 4th.

### Upcoming Activities

Continuing through Fri 27 Apr

Old Oakland Bottles Exhibit. Oakland History Room, Main Library, 125 14th St at Oak St, Oakland. Free. Hours: TuTh Noon-8:30pm, WF 10am-5:30pm. Contact Oakland History Room, 273-3222.

Continuing through Fri 4 May

Chinese Traditional Medicine. Storefront Museum exhibit with an emphasis on its practice in Oakland. Storefront Museum, 9th & Washington Sts, Oakland. Free. Hours: M-F 11am-4pm. Contact Storefront Museum, 273-3402.

Continuing through Sun 27 May

The Chinese of America, 1785-1980. Chinese Cultural Foundation exhibit examines the development of Chinese American society from its earliest days to present. Great Hall (lower bay), Oakland Museum, 1000 Oak St at 10th St, Oakland. Free. Contact Oakland Museum, 273-3402.

Wednesday 21 March 7:30pm

Energy Conservation and the Older Home. David Look, Historic Architect, National Park Service, and Fred Etzel, Planner, Sedway Cooke Associates. OHA and Western Chapter Association for Preservation Technology. Parish Hall, St Paul's Church, Montecito Ave at Grand Ave (one block east of Harrison St & Grand Ave), Oakland. The Oakland City Planning Department's Retrofit Right will be available for purchase. Refreshments. \$2.00/ OHA or APT member, \$3.00/ general public. Contact Ed Phillips, OHA program chair, 465-9829 (evenings), or David Look, W Chap/APT President, 556-7741 (days).

Wed 21 Mar 7:30pm

1930's Tableware. Burt Tessler, Dishes Delmar. Art Deco Society of California. Slide lecture and small exhibit. Choral Room, James Lick Middle School, 1220 Noe St at 25th St, San Francisco. Free/ ADSC member, \$2/ general public. Contact Deborah Keresztury, 383-3008 (evenings).

Sat 24 Mar All Day

Great Bay Area Libraries Tour. California Historical Society. Reservations required. \$22/ CHS member, \$27/ general public. Contact CHS, 567-1848.

Sat 24 Mar 10am-Noon & 1:30-3:30pm

Western Addition Walking Tours. Charles Fracchia, Historian. S.F. Community College District. Meet at Alamo Square, corner of Fulton & Steiner Sts, San Francisco. Free. Contact Galileo-Marina Community College Center, 931-3595.

Sun 25 Mar Noon-2:00pm

San Francisco Marina District Art Deco Walking Tour. Michael F. Crowe, Architectural Historian. Art Deco Society of California. Meet at the corner ▶



of Chestnut & Fillmore Sts, San Francisco. \$1/ADSC member, \$3/ general public. In case of rain, tour is cancelled. Contact Dean Yabuki, 893-1278.

Mon 26 Mar 8:00pm

On Architecture. Richard Meier, Architect, New York. College of Environmental Design lecture series. 155 Dwinelle Hall, UC Berkeley. Free. Contact Dept of Architecture, 642-4942.

Tues 27 Mar, 3 Apr 7:00-9:30pm, Tours 31 Mar, 1 Apr Southern and Eastern Alameda County. Sister Ethel Mary Tinnemann, Historian. Holy Names College Continuing Education history course. 43 Brennan Hall, Holy Names, 3500 Mountain Blvd., Oakland. Pre-registration required by 3/20. One unit, \$55. Contact Sister Tinnemann, 436-0111.

Wed 28 Mar 5:00pm

Tour of TEI Material Testing Laboratory. Western Chapter/ Association for Preservation Technology. TEI Consultant Engineers, 2722 Adeline St, Oakland. Free/ APT member, \$2/ general public. Contact Sara Stauffer, 467-2175.

Wed 28 Mar 8:00pm

Society on Parade: Art and Nature in 18th Century Bath, England. Mark Girouard, Social/ Architectural Historian. College of Environmental Design lecture series. 10 Evans Hall, UC Berkeley. Free. Contact Dept. of Architecture, 642-4942.

Thurs 29 Mar 7:00pm

Restoration of the PT&T Building. Max Garcia, Architect, Garcia/Wagner & Associates. Friends of Terra Cotta. Auditorium, PT&T Building (top floor), 140 New Montgomery St, San Francisco. Prepaid reservations required by 3/26. \$2/ FOTC member, \$3/ general public. Contact David Look, FOTC, P.O. Box 421393, Main Post Office, San Francisco 94142.

Starting Thurs 29 Mar 8:00pm

Fireside Chats: BAHA Informal Monthly Slide Lectures. Berkeley Architectural Heritage Association. New lecture series on a variety of topics held on the last Thurs evening of the month. The 1st program will be "The Evolution of Residential Building Styles In Berkeley" by Susan Stern. The 26 Apr program will be "The Work of Stafford L. Jory, Architect" by Robert Minichiello. Shattuck Apartments Building, period living room, 2322 Shattuck Ave (front door), Berkeley. Free. Contact BAHA 845-6591 (weekday afternoons).

Thurs 29 Mar 8:00pm

Classicism and Technology in Relation to Nature. Ricardo Bofill, Taller de Arquitectura, Barcelona. College of Environmental Design lecture series. 1 PSL, UC Berkeley. Free. Contact Dept of Architecture, 642-4942.

Sun 1 - Sat 7 Apr

Berkeley History Week.

Sun 1 Apr 1:30-3:30pm

Uptown Oakland Art Deco Terra Cotta Walking Tour. Dean Yabuki, Architectural Programmer, and Sharon Moore, Architectural Guide. Art Deco Society of California, Friends of Terra Cotta, and Uptown Friends. Oakland's distinctive 1920's-1930's retail/entertainment district has one of the finest collections of Art Deco buildings on the West Coast. Meet in front of the Mary A. Bowles Building, 1718 Telegraph Ave below 18th St (near

19th St BART station), Oakland. \$1.00/ OEA, ADSC, or FOTC member, \$3.00/ general public. In case of rain, tour is cancelled. Contact Dean Yabuki, 893-1278.

Wed 4 Apr 8:00pm

Making Sense With Design. Sarah Harkness, Architect, The Architects Collaborative, Cambridge. College of Environmental Design lecture series. 10 Evans Hall, UC Berkeley. Free. Contact Dept. of Architecture, 642-4942.

Thurs 5 Apr Evening

Camron-Stanford House Period Dinner. Camron-Stanford House Preservation Association. Fundraiser to benefit the C-S House. Cost TBA. Contact CSHPA, 1418 Lakeside Dr, Oakland 94612, 836-1976.

Sat 7 Apr 10am-Noon & 1:30-3:30pm

Haight Ashbury Walking Tours. Charles Fracchia, Historian. S.F. Community College District. Meet at the corner of Haight St & Masonic, San Francisco. Free. Contact Galileo-Marina Community College Center, 931-3595.

Sat 14 Apr 2:00pm

Tour of Western Art Stone. Western Chapter Association for Preservation Technology. Western Art Stone, 541 Tunnel Ave, Brisbane. Free/ APT member, \$2/ general public. Contact Sara Stauffer, 467-2175.

Wed 18 Apr 7:30pm

Tri-Coastal Art Deco: From London To San Diego To Miami Beach. Michael F. Crowe, Architectural Historian. Art Deco Society of California. Choral Room, James Lick Middle School, 1220 Noe St at 25th St, San Francisco. Free/ ADSC member, \$2/ general public. Contact Deborah Keresztury, 383-3008 (evenings), or Dean Yabuki, 893-1278.

Thurs 26 - Fri 27 Apr 10am-5pm, Sat 28 - Sun 29 Apr 10am-3pm

Oakland Library Annual Book Sale. Oakland Public Library Association. Old Firehouse, 14th & Grove Sts, Oakland. Free. Book donations are requested and can be dropped off at any Oakland Public Library. A preview sale for OPLA members will be held on Wed 25 Apr, 4-8pm. Contact Cityline, 444-2489.

Fri 27 Apr All Day

Seismic Retrofit of Historic Buildings Conference. National Park Service, Western Chapter Association for Preservation Technology, and California State Historic Preservation Office. Sacramento location TBA. \$75/ APT member, \$84/ general public. For registration information, contact David Look or George Siekkinen, 556-7741.

Sat 28 Apr - Tues 1 May

1984 California Historic Preservation Conference. Sacramento Old City Association, Sacramento Heritage, and California Preservation Foundation. Theme for this 9th annual state conference is "Preservation, A Long-Term Capital Gain." Sacramento, California. Early registration \$60; student/ senior \$40; late registration \$80, \$60. For advance information, contact Sacramento Old City Association, P.O. Box 1022, Sacramento 95805.

Sat 28 Apr 10am-Noon & 1:30-3:30pm

Potrero Hill Walking Tours. Charles Fracchia, Historian. S.F. Community College District. Meet at the Potrero Hill Branch Library, 20th St



between Connecticut & Arkansas Sts, San Francisco. Free. Contact Galileo-Marina Community College Center, 931-3595.

Sat 28 Apr 1:00pm

Chinatown Walking Tour. Oakland Tours. Tour held in conjunction with the Chinese in America exhibit. Meet in front of the Asian Community Library, 9th St at Broadway, Oakland. Free. Tour is offered on a monthly basis. Contact Oakland Tours, 273-3234.

Tues 1 May 9:30am-Noon

Gladding McBean & Co. Terra Cotta Plant Tour. Friends of Terra Cotta. Rendezvous at the Lincoln, California plant. Reservations required. \$5.00. Contact George Johnson, 567-1848.

Early May Evening

Early Berkeley Women Architects. Betty Marvin, Architectural Historian. Berkeley Architectural Heritage Association. Location TBA. \$3.00. Contact BAHA, 845-6591 (weekday afternoons).

Sat 5 May All Day

Architectural Tour of Los Angeles: Landmarks of Change. Joan McDonough, Kirk Peterson, and Robert Winter. Council on Architecture, Oakland Museum Association. Tour includes air fare, lunch, dinner, and bus. Space limited, reservations required. \$212/ person. Contact OMA, 1000 Oak St, Oakland 94607, 893-4257.

Sat 5 May 1:30-3:30pm

Mission Dolores & Mission District Walking Tour. Sharon Moore, Architectural Guide. S.F. Community College District. Meet in front of Old Mission Dolores, Dolores St near 16th St, San Francisco. Free. Contact Galileo-Marina Community College Center, 931-3595.

Sun 6 May Noon-2:00pm

Downtown Berkeley Art Deco Walking Tour. Michael F. Crowe, Architectural Historian. Art Deco Society of California and Berkeley Architectural Heritage Association. This tour is held in conjunction with the Berkeley Fair (5/4-5/6). Meeting place TBA. \$1/ ADSC or BAHA member, \$3/ general public. In case of rain, tour is cancelled. Contact BAHA, 845-6591 (weekday afternoons).

Sun 13 - Sat 19 May

National Preservation Week. Theme: Preservation Is Taking Care Of America.

Sun 13 May 1:30-3:30pm

Temescal Neighborhood Walking Tour. Sharon Moore, Architectural Guide. OHA. The history and architecture of this Italian neighborhood will be explored on this new OHA walking tour held in conjunction with Preservation Week. An early history of Temescal appears in this issue. Meet at the corner of Telegraph Ave & 51st St, Oakland. \$2.00/ OHA member, \$3.50/ general public. In case of rain, tour is cancelled. Contact Dean Yabuki, OHA Tours Coordinator, 893-1278.

Wed 16 May 7:30pm

1930's Light Fixtures. Art Deco Society of California. Boyd Lighting Co., 56 12th St at Mission, San Francisco. Free/ ADSC member, \$2/ general public. Contact Deborah Keresztury, 383-3008 (evenings).

Sat 19 May Noon-2:00pm

Pacific Heights Art Deco Apartment Buildings

Walking Tour. Michael F. Crowe, Architectural Historian. Art Deco Society of California. Meet at Lafayette Square, corner of Sacramento & Gough Sts, San Francisco. \$1/ ADSC member, \$3/ general public. In case of rain, tour is cancelled. Contact Dean Yabuki, 893-1278.

Sun 20 May Afternoon

House Tour & Reception of Early Berkeley Women Architects. Berkeley Architectural Heritage Association. Pre-registration required by 5/15. \$12/ BAHA member, \$15/ general public. Contact BAHA, 845-6591 (weekday afternoons).

Sun 20 May 1:30-3:30pm

Uptown Oakland Art Deco Terra Cotta Walking Tour. See Sun 1 Apr for details.

## Regularly Scheduled Tours

Oakland Tours Program. These regularly scheduled free walking tours of different areas of downtown are on winter break and will recommence in April 1984. The program includes tours of Old Oakland, City Center, Uptown to the Lake, Preservation Park, Chinatown, and Port of Oakland. For further information, contact Tricia Freitas, Oakland Tours, 273-3234.

Camron-Stanford House. Free tours are offered Wednesdays 11am-4pm and Sundays 1-4pm. 1418 Lakeside Drive at 14th Street, Oakland, 836-1976.

Paramount Theatre. Tours are offered the 1st & 3rd Saturday of the month, 10am-Noon. 2025 Broadway at 21st Street, Oakland. \$1.00. Meet promptly at the box office entrance on 21st St, 893-2300.

Dunsmuir House. Regularly scheduled Sunday house tours are on winter break and will recommence Easter Sunday 4/22. 2960 Peralta Oaks Court, Oakland. \$3.00. 562-7588.

## Regularly Scheduled Meetings

Oakland Heritage Alliance. OHA Board of Directors meets on the 1st Monday of the month, 7:30pm. For agenda and location, please contact Jon Good, President, 531-5086. OHA Preservation Action Committee meets on the 3rd Monday of the month, 7:30pm. For location and agenda, please contact Carolyn Douthat, 763-5370. Meetings are open to all interested persons.

Oakland Landmarks Preservation Advisory Board. The board usually meets on the 3rd Wednesday of the month, 3:30pm, City Hall, Room 221, Washington & 14th Sts, Oakland. For agenda and dates, contact Oakland City Planning Department, 273-3941.

Oakland City Planning Commission. The commission usually meets every other Wednesday, 3:30pm, City Hall, Room 115, Washington & 14th Sts, Oakland. For agenda and dates, contact Oakland City Planning Dept, 273-3941.

Oakland City Council. The council meets every Tuesday evening, 7:30pm, City Hall, Council Chambers, Washington & 14th Sts, Oakland. For agenda and dates, contact Oakland City Council, 273-3266.

Oakland Design Advocates. ODA meets on the 2nd Wednesday morning of the month, 7:30am, Lake Merritt Coffee Shop (formerly Tom Lovely's Restaurant), 336 Grand Avenue, Oakland. For agenda and dates, contact ODA, 893-6834. □





**Oakland Heritage Alliance, a California nonprofit corporation since 1980, was formed to bring together community groups and individuals sharing an interest in the history of Oakland, and in the preservation and conservation of the city's archaeological, architectural, cultural, environmental, and historical resources. Membership dues and contributions are tax deductible.**

**OFFICERS 1983-84**

- President ..... Jon Good
- Vice President ..... Edward Phillips
- Financial Officer ..... Laura Niebling
- Secretary ..... Carolyn Douthat

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**Oakland Heritage Alliance News**

**5569 Lawton Avenue, Oakland, CA 94618.**

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Phil Bellman

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**DESIGN & PRODUCTION**

Larry Holst

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## OHA Update

■ Member Annalee Allen has agreed to serve as OHA's Volunteer Coordinator. In her new position, Annalee will serve as liaison between the Board of Directors and OHA members looking for ways to become more involved. She will work with the Development Committee to assess manpower, tasks, and know-how. She will welcome new members to the organization and determine what sort of volunteering they might like to do. In this way the Board of Directors will be able to locate volunteers and distribute tasks more efficiently.

"I plan to contact as many current members as possible in the coming months," Annalee said recently, "and I look forward to learning more about the OHA membership." The Volunteer Coordinator position is part of the Board's plan to involve more members in the running of the organization. OHA needs your volunteer efforts in many ways. If you would like to help, call Annalee at 654-6791.

Annalee is a charter member of OHA and is a past director of the Camron-Stanford House Preservation Association. Each year since 1980 she has been instrumental in organizing the annual Preservation Fair in Lakeside Park. She served as Fair Chairman in 1981.

■ OHA is continuing the drive to expand the membership rolls. In December, the Public Information Committee mailed 350 OHA brochures to local businesses, libraries, colleges, recreation centers, social groups, city offices, and religious organizations. The brochure distribution is intended to publicize Oakland Heritage Alliance to residents in all parts of the city. If you would like to help publicize the programs and activities of OHA, call Douglas Brookes (530-3638).

■ Richard Rothman of Californians for Preservation Action, the statewide preservation organization, attended the January Board of Directors meeting. Rothman informed the Board that he is the new liaison between Alameda County preservation groups and CPA's board of directors, and spoke of preservation



issues in Sacramento. He stated that Alameda County and Orange County have received the most money in federal preservation grants administered by the state.

■ On December 15, OHA held its annual holiday party at the Julia Morgan designed "Red Gate" house in the Rockridge neighborhood. The party celebrated the publication of the Oakland City Planning Department's Retrofit Right: How to Make Your Old House Energy Efficient, a sequel to the popular and award-winning Rehab Right. 100 guests socialized in this distinctive 1911 house, one of the best examples of Morgan's manorial style. The combination of pleasant company, superb food, and wine made for an enjoyable evening.

After greetings from OHA 1984 President Jon Good, Helaine Kaplan-Prentice, Oakland City planner and editor of Retrofit Right, acknowledged those who had contributed to the new energy conservation book for old houses. Leslie Flint, outgoing OHA President, presided over a drawing for 19 donated raffle prizes. OHA is pleased to report that \$1000 was raised from this event.

Many thanks go to hosts Robert and Joan Hughes, to Sedway Cooke for announcement design, and to Abbey Press for printing. Special thanks are due Leslie Flint, Helaine-Kaplan Prentice, and Fred Etzel for organizing the party. Refreshments for the event were donated by: Gulf Coast Oyster Bar & Specialty Co., Calaffaires, Lox Stock & Bagel, and California Glass Co. Raffle prizes were generously donated

by: Bay Wolf Cafe and Restaurant, Berkeley Insulation Works, Broadway Terrace Cafe, John Brown Kitchenwares, Cocolat, Collier Warehouse, Inc., Eddie's Liquors, Gingerbread House, Gramma's Bed and Breakfast Inn, Hyatt Hotels, I. Magnin, Nesbit's, Piedmont Book Company, Poppy Fabrics, Roaring Camp Cafe, Jack Schnitzius, Sol-Arc, Such a Business, and Verbatim. Many thanks.□

## New OHA Members

The Officers and Board of Directors of **Oakland Heritage Alliance** wish to welcome and thank all those concerned citizens who have shown their interest in Oakland's history and preservation by joining OHA. OHA's new members (October 1983-January 1984) are as follows:

Christopher P. Bailey, Kenneth Ball, Hilda Brant, Colin I. Busby, Mrs. Elizabeth Carter, Kenneth S. Canfield, Kate Carroll, Arthur Collins, Sheila M. Dickey, Mr. & Mrs. Morley Farquar, Anne & Bill Frej, Stacy Furukawa, Bryan Grunwald, Arnie Hollander and Susan Watkins, Ranier M. Hurst, Owen Jones, Douglas E. Kyle, Philip Mathews, Thomas McCoy, Lorrie O'Dell, Roberta O'Grady, Barbara and Joel Oseroff, Nancy G. Reidenbach, Anu and Bill Raud, Sergei Réi, Mrs. S.C. Ruopp, Eleanor Sekerak, Miriam and Lester Silverman, Jake Sloan, Willard Spencer, Mr. and Mrs. John H. Stanford, Abby Zito.

Special thanks to The Oakmead Foundation and Myron Zimmerman who have joined as \$100 OHA sponsors!□

Oakland Heritage Alliance, 5569 Lawton Avenue, Oakland, California 94618

**JOIN OHA TODAY!** Your annual tax-deductible membership dues include the **OHA News** and announcements of all OHA activities. Additional contributions and your active participation will make OHA a more effective organization.

Name \_\_\_\_\_  New  Renewal

Address \_\_\_\_\_  Change of Address only

City, Zip \_\_\_\_\_  \$5 Senior/student/limited income (1 vote)

Phone Numbers (H) \_\_\_\_\_ (W) \_\_\_\_\_  \$10 Individual (1 vote)

I would like to serve on the following committee(s): Membership . Programs .  \$15 Family (2 votes)

OHA News . Publicity . Landmark Nominations . Landmark Assistance .  \$25 Organization (1 vote)

Preservation Action . Summer Tours . Development. Fund Raising . other .  \$100 Sponsor (1 vote)

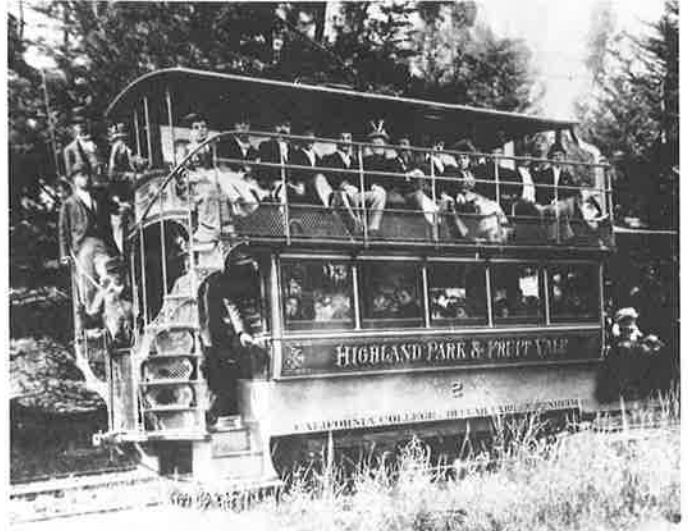
\$ \_\_\_\_\_ Additional contribution

## Oakland History Notes

### The Highland Park & Fruitvale Railway

"Every visitor to Oakland should take a trip over the Highland Park and Fruitvale Electric Railway. The ride is one of the most picturesque in the country. Up hill and down, through canons and around the curves, the cars glide with wonderful smoothness." In 1893, when the foregoing was penned, the Highland Park trolley was one of several rail lines gracing the Oakland landscape. Begun as a horse-car line in 1884 by E.C. Sessions, the Highland Park and Fruitvale Railway traversed much of the region of Mr. Sessions' real estate domain, demonstrating the highly profitable alliance of land and rails so common during the fin de siecle. Beginning at 13th Ave. and E. 11th, the trolley ran north along 13th Ave., jogging east on E. 22nd, proceeding north on 14th Ave., thence along Hopkins (now MacArthur Blvd.) to Fruitvale where passengers could disembark and quaff drinks at German beer gardens.

The double-deckers, so novel a feature among the local rail lines, were patented by Mr. Sessions in 1890 and electrified in 1893. Featuring mahogany trim, graceful spiral staircases, and well-upholstered seats, the cars provided patrons with an exhilarating and bucolically scenic journey. Highland Park, centered around



(Photo: Oakland History Room, Oakland Public Library)

the area of present Highland Hospital, was described by one effusive contemporary as "...a rare combination of rustic beauty and wild luxuriance of the wooded portions, with artistic adornment exhibited in many lawns and gardens overflowing with fruit, flowers, and tropical plants."

Mr. Sessions' trolley system was gobbled up by "Borax" Smith's Oakland Transit Co. in 1898. The double-decker trolley, like brass spittoons and ostrich plumes, vanished into the mist of an eccentrically elegant yesteryear. □

--William Sturm

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